



Loudoun leads in visitor spending for Commonwealth, reaching nearly \$5 billion in 2024

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LEESBURG (September 8, 2025)- Loudoun's visitor spending reached \$4.9 billion in 2024, with Washington Dulles International Airport being a major contributor to the local economy, according to the latest data released by Virginia Tourism Corporation.

Overall visitor spending in Loudoun increased 9% from 2023, with \$2.9 billion of that coming from transportation, according to the data collected by Tourism Economics. Other top visitor spending categories include lodging, coming in at \$441.5 million- an 11.6% increase from 2023- as well as food and beverage, topping out at \$741.5 million- an 11.7% year-over-year increase. Loudoun is the largest generator of visitor spending in the Commonwealth.

"For the past several years Loudoun has seen an increase in visitor spending, which is a testament not only to the growth happening at Washington Dulles but to the creativity and innovation of our tourism partners, who deliver world-class experiences and welcome every guest with genuine hospitality," Visit Loudoun President & CEO Beth Erickson said. "From our craft beverage and elevated dining scene to new lodging properties and vibrant arts and music offerings, Loudoun continues to evolve as a dynamic destination."

According to the economic impact report, tourism sustained 18,856 jobs in 2024 resulting in \$1.2 billion in direct labor income. In 2024, visitors generated \$244.6 million in state and local taxes, a 7% increase from 2023.

"As the fastest growing international airport in the United States, Washington Dulles is a strong contributor to the success of Loudoun's tourism," Executive Vice President and Chief Revenue Officer of the Metropolitan Washington Airports Authority Chryssa Westerlund said. "With 46 airlines serving more than 160 nonstop destinations around the world, Dulles is poised to exceed the record 27 million passengers served in 2024 and grow more than 30 percent over the next five years."

According to Westerlund, almost \$7 billion of new airport infrastructure is in the development pipeline, including spacious new concourses with world-class amenities and more airline gates.

In 2024, Loudoun celebrated 40 years of Loudoun wine and Visit Loudoun shared this milestone with visitors, media outlets and meeting planners throughout the globe through targeted marketing

campaigns. In 2024 Loudoun also led the Northern Virginia and Washington, D.C. areas in hotel occupancy rates with an average occupancy of 71.6 percent, according to STR data.

Across the state, tourism in Virginia generated a record high \$35.1 billion in visitor spending in 2024, marking a 5.4% increase from 2023. Overnight visitation to Virginia increased by over one million people to 44.7 million visitors in 2024, surpassing pre-pandemic levels for the first time and setting a new record.

Travelers spent \$96 million per day in Virginia in 2024, up from \$91 million in 2023. Virginia visitors directly drove \$2.5 billion in state and local tax revenue, an increase of \$100 million from 2023. Every Virginia household saves \$990 annually on state and local taxes because of the revenue generated by visitors.